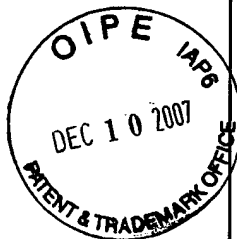


3622  
17W

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re application of:

Applicant : Thomas J. Perkowski  
Serial No. : 09/716,848  
Filing Date : November 17, 2000  
Title of Invention : WEB-BASED NETWORK FOR MANAGING AND  
DELIVERING CONSUMER PRODUCT MARKETING AND  
MERCHANDISING COMMUNICATIONS TO CONSUMERS  
ALONG ELECTRONIC COMMERCE (EC) ENABLED  
MARKET SPACE ON THE WORLD WIDE WEB (WWW),  
INCLUDING EC-ENABLED WWW-SITES, EC-ENABLED  
STORES AND EC-ENABLED ONLINE PRODUCT  
CATALOGS, USING PROGRAMMABLE MULTI-MODE  
VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE  
COMPONENTS AND MANAGED BY PRODUCT  
MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED  
PARTIES  
Examiner : Jeffrey Carlson  
Group Art Unit : 3622  
Attorney Docket : 100-058USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 CFR 1.121) MAILED

NOVEMBER 29, 2007

Sir:

In response to the Notice of Non-Compliant Amendment mailed November 29, 2007,  
Applicant hereby submits the following amendments to the same:

AMENDMENT OF THE TITLE:

Please amend the Title to Invention to read as follows:

WEB-BASED NETWORK FOR MANAGING AND DELIVERING CONSUMER PRODUCT MARKETING AND MERCHANDISING COMMUNICATIONS TO CONSUMERS ALONG ELECTRONIC COMMERCE (EC) ENABLED WEBSITES ALONG THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT MANAGEMENT TEAM MEMBERS AND AUTHORIZED PARTIES--